GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2001
ANSWERED ON:09.03.2001
LIMITING ADVERTISMENTS IN DD PROGRAMMES
AJAY SINGH CHAUTALA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a): the norms relating to showing advertisements while telecasting various programmes, channels and serials on Doordarshan;

(b): whether the Government propose to take steps to reduce the imposition of advertisements on the audience;

(c): if so, the steps taken by Government in this regard; and

(d): if not the reasons thereofor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati have intimated that the commercial advertisements on Doordarshan aregoverned by the `Code for Commercial Advertising on Doordarshan. Prasar Bharati have furtherintimated that the excess use of commercials is avoided and they are telecast only during specified breaks, taking care to keep a balance between commercial time and programme time.

(b), (c) & (d): Do not arise.